

Abstract

A plastics film 1 composed of rigid polyvinyl chloride serves as backing film for a sleeve label. The sleeve label can be applied by adhesive bonding and shrinking onto a peripheral surface of the cylindrical body. A protective covering film 2 has been laminated onto the plastics film 1. The plastics film 1 has been stretched in the machine direction of a calender and has a longitudinal heat shrinkage of from 40 to 60 %, based on the unstretched plastics film. Perpendicularly to the machine direction of the calender, the heat shrinkage of the plastics film is from 0 to 10 %.